## 42077/TJD/G376

## ABSTRACT

A method of using a computer for selecting content by

5 categorizing attributes of a user in a user database,
categorizing attributes of content elements in a content
database, identifying a geographic location, identifying a user,
and prioritizing content elements associated with the identified
geographic location for presentation to the identified user by
comparing the attributes of the content and the attributes of
the identified user.

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